

THE BULLETIN



A Publication of the Overseas Press Club of America • Hotel Biltmore, 55 East 43rd Street, N.Y. 10017 • (212) 687-2430

EXPERTS WITHOUT A PROFIT MOTIVE

In an OPC luncheon speech in May, 1964, Sol M. Linowitz, then board chairman of Xerox, made one of the early public announcements of the impending formation of the International Executive Service Corps (IESC) designed to provide the counsel of veteran American managers to business in the developing nations. He was a member of the organizing committee, with David Rockefeller and others, and the Bulletin reported that he "painted a glowing picture of what American business could do for other countries..." Soon after, IESC was established as a nonprofit corporation sustained by grants from the U.S. Agency for International Development, plus client fees and corporate contributions.

What follows is an updating on IESC ten years later, emphasizing the organization's work with the overseas press. The writer is a member of OPC, a former staffer at Newsweek and the New York Times Magazine, now vice president of IESC.

By CHARLES H. BROWN

Occasionally a reporter or editor, working up a story on the International Executive Service Corps, becomes personally taken with this idea of putting a bit of one's retirement at the disposal of counterparts in the less developed nations. An interview ends with a parting question: "What about a guy like me? Need me after I

retire?" This is a short and tentative answer.

It is short because of *Bulletin* limitations, and tentative because of the nature of IESC: there is no sure way of predicting what calls for executive assistance may come in at some future time. But the past may give a clue: in the decade since IESC was founded, some 2,300 men and 18 women, mostly retirees from management positions in U.S. business, have carried out nearly 4,000 volunteer projects, advising local enterprises of every kind in 57 countries of Latin America, Africa, the Mideast and Asia. At least 30 of these volunteers have come from what we now seem to call the media, and many others from related communications fields. One, currently on assignment, is a member and former Governor of OPC. Some examples:

Charles Nutter spent many years with the Associated Press as writer, bureau manager and correspondent in the U.S. and overseas before becoming managing director of International House in New Orleans. Retired from that, Charlie was running his own paper, the *Item*, in Picayune, Miss., when IESC recruited him in 1967 for one of its earliest journalistic projects, reorganizing the news services of the Ministry of Information of Iran. A year later, we called on him again,

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PARIS LIBERATION DAY FETE SET

Paris did not burn. But memories of its Liberation Day will glow Tues. Sept. 24, at the OPC when correspondents who covered its day of deliverance come back for a 30-years-plus-30 days remembrance of the champagne, the tears, the kisses, the songs — and, not to be forgotten, the German machine gun and artillery fire — which marked the 1944 freeing of Paris.

An Open House party, the Paris Liberation event starts with cocktails at 5:30 P.M. followed by a brief, repeat

brief "I Was There" discussion at 7 P.M. Before and after the official nostalgia, trade your own memories of the Scribe Bar and the Champs-Elysees with anyone who will listen.

OPC members and guests invited. Cash bar. No other charges. Dinner available up to 8 P.M. For reservations call Mary Novick, 687-2430.

Brush up on the second stanza of the Marseillaise and sing, drink, and be merry of the liberation of almost everybody's favorite city.

CALENDAR

Monday, September 23, 12 Noon — Deadline for the OPC Bulletin of October 1.

Tuesday, September 24, 5:30 p.m. — Paris Liberation Day Reunion — 30 years plus 30 days. (See page 1).

Friday, September 27, 5:30 p.m. — Twilight jazz introducing "The New Sam Wooding Band with Rae Harrison." Admission free, members and guests. No reservations necessary. Cash bar. (See page 3).

Wednesday, October 9, 6 p.m. — Book Night. Ralph Martin will discuss his best seller, "The Woman I Loved," the story of the love affair and marriage of the Duke and Duchess of Windsor. Cash bar.

Thursday, October 10, 8:15 p.m. — Annette Hunt, soprano, in operatic and theatrical show tunes. Miss Hunt is familiar to millions for her national network appearances. Jack Frummer Music Committee Chairman, will preside. Cash bar.

CANADIAN NEWS MEN REFUSE TO IGNORE TAIWAN JOURNALISTS

By JOE PETERS.

Government control over the press in communist and some other countries in various degrees is a global ulcer which, like cancer, we condemn but are unable to eradicate.

However, we can and must do our utmost to prevent the infiltration of the disease on our shores and in other free countries.

Canadian journalists recently proved that it can be done. Canada recognized the People's Republic of China in October 1970 and broke off relations with Taiwan. Since then, correspondents of Hsinhua, the Chinese press agency, refused to join the Parliamentary Press Gallery, an organization of newsmen covering the Ca-

(Continued on page 3)

EXPERTS GO OVERSEAS TO IMPART SKILLS ON NON-PROFIT BASIS

(Continued from page 1)

to make a thorough study of the operations and prospects of a daily in Singapore.

Then there was James D. Ewing, far from retirement but willing to take some time off from his duties as publisher-owner of the Keene, New Hampshire, *Sentinel*. IESC sent him to Trinidad in 1968 to help out a group of local newspapermen struggling to establish an independent daily. He coached them on staff organization, writing, editing, makeup, and was rewarded before his departure by watching the first press run of the revamped paper. He also lined up another IESC volunteer for the Trinidadians, sending them William C. Hinman, retired from the Hartford, Conn., *Times*, to train circulation men and set up the distribution machinery. Then Ewing himself took a second IESC project, this time in Honduras, where he laid out the editorial and production groundwork for a new paper in San Pedro Sula.

J. Noel Macy also comes to mind. Some New Yorkers will remember when the present Westchester-Rockland papers were known as the "Macy chain." It was *that* Macy, no longer in active charge of the chain, who went back into harness as an IESC volunteer executive to try to work out the critical distribution problems of a new daily in Tehran. A lucky break here: it turned out that the problems began in the composing room where the paper was chronically late getting to bed, and Noel Macy happened to have begun his own career in the composing room. At the age of 68, he took off his coat and showed the Iranian printers how to do it. Two years later, he advised a publisher planning a new paper in Bangkok.

Irving Smith, the first time I met him, was a newsreel cameraman covering the American landings in Morocco in 1942. The next time I met him, he had long been a cameraman for NBC-TV news, had retired, and had volunteered for an IESC assignment. Smitty went to Bogota, Colombia, where they have still theater newsreels, to help a film company sharpen up its images.

And the Neiswenders, Charles and Mary. Both are under age by IESC standards, and both are professionals, he on the *Los Angeles Times* and KNXT CBS-TV in L.A., she is on the *Independent Press-Telegram* of Long Beach, and they have done IESC projects as a team. When Charles redesigned a morning paper in Bogota

REGIONAL REPORTS FROM WASHINGTON, D.C.

By JESSIE STEARNS

The fast news breaking year with the "Watergate" and "Impeachment of President Nixon" reached a climax on August 9 when President Nixon resigned and Vice President Gerald Ford was sworn in within an hour as the 38th President.

Then President Ford came into the White House Press Room and announced that Jerry terHorst*, Detroit News Washington Bureau Chief, was his White House press secretary.

Within an hour terHorst held his first press briefing in an atmosphere of serenity answering the majority of the queries.

Aiding the Presidential Press Secretary is John W. Hushen, press officer from Justice Department, who replaces deputy press secretary Gerald L. Warren, who is advising terHorst during the transition and acting as liaison with former President Nixon.

Assistant Press secretaries are Paul Miltich, former press secretary to Congressman Ford, and James Holland, who will maintain contact with editors outside of Washington.

Bill Roberts, formerly of McGraw-

and reorganized its production operations, Mary stepped in as temporary makeup editor. After two months, they left (all IESC projects are short), and the next issue, produced entirely by the paper's own staff, was considered the best one ever. That sort of leave-behind training is what IESC is all about. Last year, the Neiswenders did it again, in Panama.

Just a few weeks ago, Charles A. Guy, now 71, wound up a project in Ciudad Obregon, Mexico, where a newspaper, serving the whole state of Sonora, had asked for some across-the board guidance in management, production, circulation. Mr. Guy was a reporter, editor and manager for 48 years, publisher of the *Avalanche Journal* of Lubbock, Texas, director of the *Amarillo Globe News* and the *El Paso Times*.

Finally, a project just getting under way. In August, fellow OPC member Howard L. Kany took off for Kuala Lumpur, where the National News Agency of Malaysia is inaugurating a program to upgrade the professional training of reporters, writers and editors. Kany brings to the assignment the experience of a varied career of reporting, editing and managing — the Springfield (Ohio) newspapers, the *Washington Daily News*, 17 years with the Associated Press and then 17 more

Hill and Time-Life will work on radio and TV matters.

Other assistants are Larry Speakes, John Carson, and Thomas DeCair.

Andrew T. Falkiewicz is deputy for liaison with the foreign press.

During the first week terHorst had 102 requests for interviews with the President.

President Ford's official photographer is 27-year-old Pulitzer Prize news photographer, David Hume Kennerly.

Robert Hartmann, Ford's former speech writer was named Counselor to the President directing speech writing and idea man, with his office only steps from the Oval Office.

The First Lady named Helen McCain Smith her press secretary and Lucy Winchester as social secretary, both served in these roles for Mrs. Nixon.

Nancy Howe, aide to Mrs. Ford the past few months, has been named Mrs. Ford's new personal secretary.

** As the Bulletin was going to press, we heard that J. F. terHorst had resigned as White House press secretary, in protest over the granting of an unconditional pardon to former President Nixon.*

with CBS, in news operations and international business relations, before taking early retirement in 1971 as assistant to the president of the CBS Broadcast Group. He is now vice president and executive director of the Broadcasting Foundation of America.

This could go on and could embrace projects in radio, TV, magazines, books, advertising and PR, but there are limits. Briefly, the answer to the question of a place for media men and women in IESC is: "Could well be." For any who are actively interested, a letter or call to Charles H. Brown, Vice President, International Executive Service Corps, 622 Third Avenue, New York, N.Y. 10017, (212) 490-6808, will bring a registration form to be kept on file against the day of possible need for your special talent and experience. When a suitable assignment comes up, the volunteer and spouse go abroad for two or three months, receiving travel and living expenses but no other compensation.

Meanwhile, for unretired correspondents overseas, a story tip: If you're looking for hometowners, check into the IESC operation on your beat. You might turn up a whole slew of American retirees having the time of their long lives passing on their store of know-how to almost every kind of enterprise known to man.

NEW SAM WOODING JAZZ BAND TO PLAY FOR OPC SEPT. 27

"The New Sam Wooding Band with Rae Harrison," a trendsetting, ten-piece jazz band featuring vocalist, Rae Harrison, launches the fifth season of twilight jazz sessions presented by members of the jazz committee, Friday, Sept. 27, from 5:30 p.m. to 7:30 p.m. No reservations necessary and admission is free to members and guests. Cash bar.

Sam Wooding, "Black Dean of Jazz," is the legendary pioneer of jazz overseas establishing many "firsts" including: first jazz touring band in Europe, 1925; first jazz band to record overseas; first jazz band in Russia, 1926; first jazz band in South America, 1927; first Black Jazz Concerts in Copenhagen, 1931. He has continued his historic globe-trotting in recent years featuring his vivacious protege vocalist, Rae Harrison, today an outstanding jazz artist.

Members of the jazz committee brought world attention to Sam Wooding last February when they presented a "Valentine to Sam Wooding" which attracted international press coverage, a Presidential Citation, and February 14 declared as "Sam Wooding Day" by Manhattan Borough President Percy Sutton.

Wilma Dobie chairs the jazz committee with Jerry Bissell, Ruth Bie-miller, George Dugan, Fred Fukuchi, Erik Modean, Jim Morriseau, Sherwin Smith, Harry Welker and Sol Zatt. Earl "Fatha" Hines is Honorary President; Maxine Sullivan, Co-President.

YACHT CLUB OUTING

For the fifth year, members of the Overseas Yacht Club attended a three-day rendezvous at Shelter Island on September 6, 7, and 8, an occasion that has been known to shiver the timbers of the hardiest yachtsman.

The long weekend commenced on Friday with a brace the-yardarm session at the summer mansion of Commodore Emeritus Will Oursler, continued Saturday at Fleet Captain Jay Brennan's summer retreat, and wound up Sunday at Commodore Emeritus Barry Wilson's retirement compound.

Other events included the traditional sunfish races, hauling of the keel, obstacle course race, and the legendary regatta.

Earlier this season, OYC members participated in a cocktail reception at the South Seaport and a sea-going rendezvous at Huguenot Yacht Club, Mamaroneck, N.Y.

CHINESE NEWS MEN . . .

(Continued from page 1)

nadian government, as long as Li Yueh, the veteran correspondent of the Central News Agency of Taiwan was a member of it. Furthermore, the Chinese embassy demanded that Li be expelled from Canada.

In response to these impertinent demands, the Press Gallery correctly stated that Hsinhua correspondents are welcome to join but that Li would not be expelled. And the Canadian government, instead of deporting him, granted Li and his family an immigrant status. Wang Chang-yuen, the present Hsinhua correspondent, has not as yet joined the Gallery.

Robert Trumbull, N.Y. Times' chief correspondent in Canada, reminds us of a different result at the United Nations. When the Taiwan correspondent there was denied accreditation after the Hsinhua man was admitted, the U.N.C.A. protested but lost. Japan was faced with a similar problem, and Trumbull notes:

"I am sure that many fellow members of the OPC and the Foreign Correspondents' Club of Japan, as well as the Press Gallery in Ottawa, would go along with my own feeling that the Hsinhua correspondents are welcome to join our professional organizations on the same basis as others, but not at the expense of allowing them to dictate who can and cannot belong, thereby making the club an instrument of diplomatic rather than professional policy."

REGION MEETING SET

The first fall meeting of the OPC Western Region will take place in Los Angeles on Thursday, October 3 at a luncheon, time and place to be set. Members in the area are invited to attend and are requested to get in touch with regional chairman Cecil Brown, 10450 Wilshire Blvd., Los Angeles 90024, phone (213) 474-5521.

Members are urged to ask the OPC waiter or bartender for the top copy of a food check and the bottom copy of a liquor check, if you need this for your financial records. The Hotel Biltmore cannot supply you with photo copies.

COMMITTEE CHAIRMEN: Please assign someone to report your activities and cover your events, including pictures, because this is the only way to get Bulletin publicity. We would be most appreciative if you would send your items to the OPC so as to reach there a week or two before the deadline — and reserve the deadline date for a real emergency. **PLAN AHEAD!**

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NEW MEMBERS

Active Overseas

Roger Weir Henning, Regional Director, Correspondent, Holiday Inns, Australia.

Takashi Oka, Chief, Paris News Bureau, Christian Science Monitor.

MEMBERSHIP APPLICATIONS

Active Overseas

Rudolph Stewart Rauch 3rd, Bureau Chief, Time, Inc., Buenos Aires, Argentina.

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THE BULLETIN

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WhoWhatWhere

By GRACE NAISMITH

NEW LOOK: **Loyal Gould** will be the new chairman of the Department of Journalism/Communication at Baylor University in Waco, Texas. He leaves the chairmanship of journalism at Wichita State University, Wichita, Kansas... **Peter Celliers** named to chair the International Committee, Public Relations Society of America (New York Chapter)... **Paul Steinle**, Westinghouse Broadcasting, is taking leave of absence to work on a master's degree in business administration at Harvard University starting this month. Paul and his wife, Peggy, have lived in Hong Kong since 1972... **John Trattner**, US Embassy press attache in Paris, is off to Brussels to replace Stan Burnett at US delegation to NATO.

PUBLISHING EVENTS: **Hal Boyle** is the Unforgettable Character in the October Reader's Digest. Author: Saul Pett (AP)... **Richard Cohen** recently had an Op-Ed page New York Times piece, "Moderate Palestinians", an analysis of President Nixon's Middle East trip in the New Leader, and on opinion article on employment quotas in Newsday... **Edward Neilan**, Copley News Service, Washington, D.C. and **Charles R. Smith**, UPI-Hong Kong, have written "The Future of The China Market," for the American Enterprise Institute-Hoover Institution policy study series. Neilan's "Asia Memo" column syndicated weekly, won an OPC citation for 1973 reporting from China. Smith, UPI senior editor, has visited the People's Republic of China four times in recent years... **Diana Kan's** new book, "The How and Why of Chinese Painting" will be published in October by Van Nostrand Reinhold Co. An exhibition of her paintings will be at Lord & Taylor's Art Gallery, Sept. 12-Oct... "A Bridge Too Far," a Simon and Schuster book by **Comelius Ryan** out this September and condensed in The Reader's Digest in October. (Anybody who wants to know *all* about "Overlord" should reread his "The Longest Day.")

HONORS: **Phil Forrest** has received the "Best Bowl Program for 1973-74" Award from the Association of College Sports Information Directors of America at their annual meeting in St. Paul, Minn. Forrest edited the 72-page publication reviewing the 25-year history of the All-Star game... **Richard Hanser's** documentary scripts have been acquired for the Lincoln collection at Lincoln Memorial University in Harrogate, Tenn. They are: "Meet Mr. Lincoln" (NBC); "The Nomination of Abraham Lincoln"/You Are There

(CBS); and "Strange and Terrible Times"/The American Experience (NBC).

SPEAKER: **Eph Gomberg** of Palm Springs, Cal., consultant on criminal law and newsmen's privilege for the American Bar Association, lecturing at the University of Ottawa, Canada, Sept. 25.

TRAVELING: **Myer Agen** and bride home from Paris visit with offspring and grand-offspring and **Bernard Redmont** (whose reports always get into the *Bulletin* eventually). Agen's personal papers have gone to the Univ. of Wyo. and Southern Illinois School of Journalism. Writes Agen, "Professor Thomas W. Wood, Jr. of the Southern Illinois University, Carbondale, Ill., has written a nice article about me and Mrs. Agen in his quarterly, *Lost Generation Journal*, recounting my career of more than 50 years as a newspaperman and the romance that brought me together with Mrs. Agen, my French war bride of WWI..." **Mary Joe Connolly**, King Features, back from a holiday in England.

SEEN ON THE SCENE: Benjamin Greenwald, journalism instructor at the New School... Betsy Dubben and Diane Hynd, Reader's Digest beauties of the book department... **Ken Giniger**.

REUNION: OPC members who shared the 8th floor of the 40th Street building lunched and reminisced at Biltmore club, Aug. 28. **Matt Bassity**, **Jim Scott**, **Wad Allen**, **Phyllis Fowle**, (attorney and wife of N.Y. Times **Famsworth Fowle**) and **Marian Kirchwehn**. Much nostalgia.

OVERLORDING: From **Larry Blochman**: "Operation Overload indeed! Who was overloaded? Lives there a man with soul so dead who doesn't remember OVERLORD?"...

From **Don Shannon**, Los Angeles Times: "Operation Overload in the Aug. 15 *Bulletin* as the code name for the Normandy invasion was one of the better typos in a long time... There's also the gnawing thought aroused that Overload may have been the real name devised for the invasion, but it was announced by a Bostonian and went into history as Overlord."

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